

**CITY OF HAYWARD**  
**AGENDA REPORT**

AGENDA DATE 01/18/05

AGENDA ITEM 2

WORK SESSION ITEM           

**TO:** Mayor and City Council

**FROM:** City Manager

**SUBJECT:** Naming Public Facility

Attached is Councilmember Henson's memorandum proposing the renaming of Fire Station Number 1, which was continued from your January 11 meeting. In addition, as requested by the Mayor, the guidelines pertaining to naming public facilities adopted in 1996 are provided. At the January 11 meeting, the Mayor indicated that amendments to the guidelines may be in order.

A handwritten signature in black ink, appearing to read "Jesús Armas", is written over a horizontal line.

Jesús Armas  
City Manager



CITY OF  
**HAYWARD**  
HEART OF THE BAY

AGENDA DATE 01/11/05  
AGENDA ITEM 5

December 14, 2004

**MEMO**

**To: The Mayor, The Hayward City Council and The City Manager**

**From: Council Member Olden Henson**

**Proposal to Name Fire Station # 1 the Matt Jimenez Station House # 1**

**Mateo has dedicated over fifty plus years of combined service to the City of Hayward as a firefighter, a fire chief for 25 years and as a Council Member for over 20 years. As the president of the International Association of Fire Chiefs, Mateo implemented some international safety policies that remain in place today. It is overdue that we the City Council honor Mateo with this act of naming this facility in his honor and with a dedication ceremony befitting the honor.**

**Attached is a biographical sketch of Mateo's professional achievements.**

**OFFICE OF COUNCIL MEMBER OLDEN HENSON**

777 B STREET, HAYWARD, CA 94541-5007  
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EMAIL: oldenh@ci.hayward.ca.us

**Matt Jimenez**  
**Brief Biographical Sketch**

**MATT**  
**JIMENEZ**

- ✓ **President, International Association of Fire Chief (World Fire Chief)**  
**with membership in 34 Countries throughout the world – 1971**
- ✓ **President, Western Association of Fire Chiefs, 10 Western States – 1968**
- ✓ **California Fire Chiefs, representative to League of California Cities Board of Directors – 1966**
- ✓ **Fire Prevention Excellence Awards, during Matt Jimenez administration:**

**National Fire Protection Association “Grand Award”**  
**U.S. Chamber of Commerce “Grand Award”**

Both of these “Grand Awards” were received after competing with all cities in the U.S. and Canada regardless of size of city.

- ✓ **During Matt’s administration, Fire Insurance Rates were drastically reduced, as the result of the improvements to the Fire Training Programs, Fire Prevention programs and improvements to our water system.**
- ✓ **Fire Chief, Matt Jimenez, “Community Service”**

**Founder of the Boys and Girls Club – 1962**  
**“Matt Jimenez Center”**

**Presently serves as Chairperson, Board of Directors**

- ✓ **Matt, received the following:**

**Hayward Lions Club, Distinguished Service Award**  
**Jr. Chamber of Commerce, “Young Man of the Year”**  
**P.T.A. “Lifetime Member Award”**  
**Honorary Lifetime Award, Chamber of Commerce (Hayward)**

Charles Peterson      Leona Ward  
Managing Editor      Associate Editor

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## Editorials

### Matt Jimenez hangs 'em up

SEVEN YEARS ago, a few days before his installation as president of the International Association of Fire Chiefs, Hayward Fire Chief Matt Jimenez told a Daily Review reporter, "I really love being fire chief, and can't imagine being anything else."

People in Hayward who have an awareness of their fire service — and thanks largely to the missionary zeal of Matt Jimenez they number in the thousands — have a similar problem. It isn't easy to imagine the Hayward Fire Department under any other fire chief. For 25 years, more than a generation, Jimenez has been the only fire chief the people in Hayward have known. Say "Matt Jimenez" and Hayward people think "fire chief." Say "fire chief" and they think of Jimenez.

But all things in this life that have a beginning also have an end, and today the career that Matt Jimenez has loved so much, so visibly, with so much enthusiasm comes to an end.

Officially, he's on the job through tomorrow. But the celebration that will bring 1,000 or so friends and associates to Centennial Hall tonight for his retirement dinner will be the climax to his 32 years in the department and a quarter century as its chief.

The Matt Jimenez story is one in which he takes intense and deserved pride. It is a reminder that this society and culture of ours really is an open one, where men and women with talent and energy can succeed, sometimes beyond their dreams, despite the most commonplace beginnings. Jimenez proved that — proved it to the people of Hayward among whom he'd grown up before World War II, shining shoes, selling papers, scrapping on street corners, playing ball for Hayward High and nourishing an ambition to convert his athletic prowess and his competitive instinct into a boxing career.

When the ardor for the prize ring cooled and the same energies became harnessed to a firefighting career, it took Jimenez only seven years to reach the top of the departmental ladder. It was a shorter ladder then, of course — a nine-man department when he joined it, grown to 14 when he became chief in 1952. Its ranks had swelled to more than 100 several years ago.

The memories that Matt Jimenez will take with him as he bows out tonight are as rich and varied as his own colorful personality. Among firefighters, he is literally known around the world. But the offices he held and the attention they brought were icing on the cake. It was his service to the people of Hayward that

The Sculpture at Station No. 1 was my idea. I found a 1970 photo and arranged for a sculpture from Sausalito at a cost of \$10,000. I approached the City Manager and City Council, and they responded with "a great idea!" However, we will agree to \$5,000 and you will have to come up with the other \$5,000.

I made a phone call to my friend, Jack Holland, Jr., and he was so impressed that he begged me not to call anyone else about this request. He said he would give us the \$5,000 if the sculpture would state that it is in memory of his mother.

The Bell at Station No. 1 was also my idea. I provided the language for the bell.

HAYWARD CITY COUNCIL

RESOLUTION NO. 96-24

Introduced by Council Member HENSON

RESOLUTION ADOPTING GUIDELINES FOR NAMING  
MUNICIPAL PROPERTY

BE IT RESOLVED that the City Council of the City of  
Hayward hereby adopts the following guidelines to be considered  
for naming of City buildings, facilities, and public areas:

1. Names of facilities in areas of the City with specific  
historical significance reflect that perspective as  
much as possible;
2. Names of living persons will not be considered unless  
the person has done extraordinary service for the City  
over a long period that will stand the test of time;
3. Names of both local and national persons be used  
depending on the location and use of the property;
4. A name should not have been previously used for naming  
a City building, facility, and/or public area.

IN COUNCIL, HAYWARD, CALIFORNIA January 23, 1996

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS: Rodriquez, Ward, Hulteen, Henson  
MAYOR PRO TEMPORE: Hilson

NOES: COUNCIL MEMBERS: None

ABSTAIN: COUNCIL MEMBERS: None

ABSENT: MAYOR: Cooper  
COUNCIL MEMBERS: Jimenez

ATTEST: Angelina Lopez  
city clerk of the City of Hayward

APPROVED AS TO FORM:

M. O. Zoh  
City Attorney of the City of Hayward



# CITY OF HAYWARD AGENDA REPORT

AGENDA DATE 1/23/96

AGENDA ITEM 8

WORK SESSION ITEM       

To: Mayor and City Council  
From: City Manager  
Subject: **GUIDELINES FOR NAMING MUNICIPAL PROPERTY**

## RECOMMENDATION:

It is recommended that the City Council adopt the attached resolution establishing guidelines presented in this report for naming of City buildings, facilities and public areas.

## BACKGROUND/DISCUSSION

Over the years, there have been occasional citizen requests to name or rename a City building, facility or public area in honor of a particular person. These requests have been responded to by the City Council with appropriate public input; however, there are no general criteria to guide discussions about what names might be appropriate. Therefore, before additional requests are brought to Council, staff is presenting guidelines for adoption that would be used when evaluating and responding to future naming requests for City buildings, facilities and public areas.

The approaches used by both the Hayward Area Recreation and Park District (HARD) and the Hayward Unified School District (HUSD) for naming their facilities were reviewed. HUSD presents all requests to the HUSD Board and gets public input as appropriate. HARD has some general criteria for types of names to be considered.

## Guidelines

Having some general guidelines for considering names for City property would provide a point of reference for staff and City Council. Following are the guidelines recommended for adoption:

- that names of facilities in areas of the City with specific historical significance reflect that perspective as much as possible;

While there is somewhat of a history attached to many areas in Hayward, some locations have well known, documented historical backgrounds that are held in high regard by the community at large. The Hayward Area Historical Society would be a reliable source of information about such sites. Two examples are the downtown and the Cannery area.

- names of living persons not be considered unless the person has done extraordinary service for the City over a long period that will stand the test of time;

Considering some costs attached to renaming City places, the name should be one of enduring high regard, best done through bestowing of posthumous honor. However, in response to Council direction and input, staff has also included under this criterion consideration of those individuals whose long-standing service to the City has been extraordinary in scope and quality and for whom bestowing the naming honor during the person's lifetime would be highly appropriate. These requests will be reviewed carefully and not considered lightly so that such an honor will continue to maintain a unique and special significance.

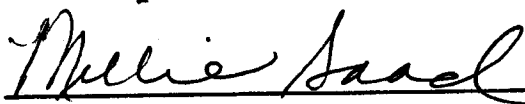
- that names of both local and national persons be used depending on the location and use of the property;

Some property, for example, a facility or public area used principally in one neighborhood, may more appropriately be named for someone whose service to the neighborhood was notable. On the other hand, some facilities, because of their City-wide use, might be better named after someone with greater overall recognition by Hayward citizens in general. In either case, it would be important that the contributions of the honoree be verified.

- a name should not have been previously used for naming a City building, facility and/or public area;

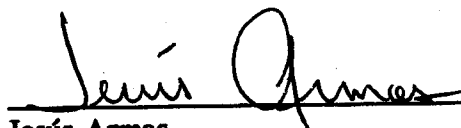
Once having used a name for a City building, facility or public area, it might then be "retired" from further consideration. That way new possibilities would be given consideration without competing with tried-and-true designations. That will also allow for recognition of future contributors to the local, state and national communities.

Prepared by:



Millie Saad  
Assistant to the City Manager

Recommended and Approved by:



Jesús Armas  
City Manager

Attachment